

**Focus Groups with Caucasian, African American and Latino
Target Audiences to Freshen the Five A Day for Better Health
Program Message**

Executive Summary

FINAL DRAFT

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1. Executive Summary

1.1 Introduction and Method

A series of twelve focus groups was conducted with 110 members of the 5 A Day target audience in July 2000 to gain insight into promising new concepts for future communications materials. Four groups were conducted with three racial/ethnic groups (Caucasian, African American, and Latino), two with males and two with females of each race/ethnicity. The research study was designed to address the following objectives:

- Identify topics to "freshen" 5 A Day program messages for the target audience.
- Update knowledge of audience attitudes, barriers, and knowledge about nutrition and chronic disease prevention.
- Explore the appeal of potential new concepts and how to incorporate them into the program.

The Caucasian and African American groups included persons who reported eating 2-3 servings of fruits and vegetables daily and trying to consume more. However, to reflect previous research findings which indicate that Latinos report eating fewer servings of fruits and vegetables than Caucasians and African Americans, the Latino target audience was expanded to include persons who report eating *one* to three servings of fruits and vegetables daily and trying to eat more. Latino participants were also screened for Spanish language proficiency and were selected only if Spanish appeared to be their primary language.

In addition, all respondents were selected for participation based on the following criteria:

- 25-50 years of age (approximately 50% ages 25-40 and 50% ages 41-50);
- 50% per group with children in their households in the 8th grade (around 13 years old) or less;
- Low to middle income and education levels (defined separately for each racial/ethnic group);¹
- Primary food shoppers (females); primary or equal food shoppers (males); and
- No health professionals (e.g., doctors, nurses, dietitians), vegetarians, or persons eating a prescribed diet or diagnosed with certain diet-related diseases in their households.

¹ Modifications in education and household income criteria were made to reflect data indicating that Latinos in the general population tend to be slightly less educated and report lower annual household incomes (U.S. Census Bureau, 1998). For the Caucasian and African American groups, a minimum of a high school degree and a maximum college degree and a household income of \$20,000 - \$75,000 were required for participation. For Latino participants, the maximum education was lowered to some college but no degree, and the household income requirements were lowered to \$10,000-\$50,000 per year.

Each group was led by a female moderator, with experience in similar studies and matched to participants' race/ethnicity. A semi-structured discussion guide was designed to determine the key benefits and barriers to fruit and vegetable consumption, to explore ways to overcome barriers, and to assess reactions to new concepts not currently included in the 5 A Day program (e.g., nutritional value, antioxidants). In addition, the African American and Latino groups briefly discussed the role of culture in determining attitudes and behavior with regard to fruits and vegetables.

The research staff conducted a systematic content analysis of the transcripts and audiotapes. The findings were summarized for each set of focus groups, segmented by race/ethnicity, using both the coding sheets and the transcripts. Common themes across all racial/ethnic groups were identified and are discussed below, followed by key findings for each specific racial/ethnic group and implications for targeting consumers.

1.2 Summary of Common Themes Across All Groups

- The majority of participants reported making healthier changes in their diets during the last 5-10 years, including healthier preparation methods (e.g., baking more, using less salt). A few reported less healthy changes, the most common of which was an increase in consumption of fast food. Common reasons for positive changes included the influence of family and friends, greater awareness through the media, changes in lifestyle (e.g., recent marriage or divorce), and weight control.
- Overall, participants viewed disease prevention, often referred to as "better overall health" as an important benefit of eating fruits and vegetables. Colon cancer and heart disease were most frequently mentioned as diseases that fruits and vegetables could help prevent. Benefits of cleansing the system, increased energy/feeling good, weight control, and nutrition were also commonly mentioned.
- Preparation time for vegetables, lack of availability of fruits during certain seasons, and lack of sensory appeal for both fruits and vegetables were common barriers to consumption. Family was frequently mentioned as a way to overcome these barriers (e.g., have children select fruits and vegetables that they like, involve children in meal preparation).
- Other knowledge, attitudes, and perceptions common across all groups:
 - Little awareness of what constitutes a serving as well as the guidelines for fruit and vegetable consumption;
 - Strong preference for fresh fruits and vegetables over canned, frozen, or dried, except when convenience is a concern;
 - For most, they take nutritional supplements only to obtain vitamins and minerals they may miss in their daily diets, not as a replacement;
 - Low awareness of antioxidants and the link between color and nutritional value, yet a desire to know more about these concepts;

- Desire for messages that include physical attractiveness, tips to overcome barriers, and health benefits; and
 - Receptivity to grocery stores' encouraging consumption through recipes, cooking demonstrations, pre-cut fruits and vegetables, and improved quality and presentation of items.
- In general, females tended to speak of their children when discussing benefits, barriers, and tips for overcoming barriers to eating fruits and vegetables. Females were also more likely to choose a restaurant based on fruit and vegetable menu options. Men were more likely to mention weight control as a benefit of eating fruits and vegetables.

1.3 Key Findings from the Caucasian Groups

1.3.1 *Trends in Eating*

- The majority of Caucasian participants recognize the relationship between diet and good health, and have made changes in recent years to improve their eating habits.
 - Many individuals have altered the way they prepare their foods and have substituted healthier foods for unhealthy foods in an effort to eat better.
 - Reasons for these changes included greater awareness through the media, concerns about personal health, lifestyle changes, and the influence of family and friends.
- Men more often than women expressed the view that concerns over weight control, health professionals' advice, and the influence of spouses acted as catalysts to healthier eating.

1.3.2 *Knowledge, Attitudes, and Perceptions of Fruits and Vegetables*

- Caucasian participants generally held a very favorable view of fruits and vegetables, often due to positive familial influences that began in childhood.

1.3.3 *Benefits*

- When asked about benefits to eating fruits and vegetables, Caucasian participants frequently mentioned taste, disease prevention, and providing roughage. Participants also mentioned weight control, increased energy/feeling good, sensory appeal (e.g., appearance), convenience, and nutrition (e.g., substitute for junk food).
- First-mentioned or "top of mind," benefits were typically short-term health benefits (e.g., solid nutrition, substitution for junk food). However, participants'

top-ranked benefits tended to be long-term benefits (e.g., keeps body healthy, disease prevention, longer life).

- Women and men clearly viewed disease prevention as a very important benefit of eating fruits and vegetables, ranking it as the top benefit in three out of four groups.

1.3.4 *Barriers*

- For vegetable consumption, Caucasian participants frequently spoke of preparation difficulties (e.g., time, messiness, troublesome disposal, and falling into a rut with recipes). Inconvenience (e.g., at lunch) and vegetables not being available (e.g., at home or during workday) were also often mentioned as a barrier. Other obstacles noted by participants were concerns over quality and freshness, family issues (e.g., not part of family tradition; kids demand junk food), sensory appeal, and cost.
- Common barriers to fruit consumption included concerns over freshness/quality, lack of availability during certain seasons, preparation difficulty, sensory appeal, health-related concerns (e.g., fruits being of high sugar content), cost, and the family's eating habits.
- Barriers to fruit consumption were generally perceived as easier to overcome than barriers for vegetables.

1.3.5 *Overcoming Barriers*

- When asked about overcoming barriers to eating fruit and vegetables, Caucasian participants often cited the benefits of eating fruits and vegetables (e.g., feeling better, weight control, longer life). Male participants, in particular, also mentioned the importance of being a role model to their children by eating more fruits and vegetables themselves.
- To overcome obstacles to eating fruit, participants suggested variety and tips (such as freezing) to prolong freshness.
- Ways to overcome barriers to eating vegetables included novel preparation methods, purchasing pre-packaged items, and planning ahead. Examples included cutting up and preparing extra fruit and vegetable dishes on weekends and freezing these for use during the week. Males, in particular, suggested providing information sources on how to prepare vegetables, such as cookbooks, cooking television shows, and Internet sites.

1.3.6 *Other Common Themes*

- Most Caucasian participants felt that three to five servings of fruits and vegetables are necessary for good health, although a range of answers, from two to as many as one wants, was given. In general, participants were unclear about what constitutes a serving or whether there are official guidelines for eating fruits and vegetables.
- Most participants felt that they could increase their consumption of fruits and vegetables to five servings each day and maintain this change over time, if they wanted to. However, they would need to be sufficiently motivated by a catalyst, such as a health crisis.
- Fresh produce is overwhelmingly preferred over frozen, canned, and dried fruits and vegetables, due to perceptions of better taste and greater nutritional value. However, frozen, and to a lesser extent canned, are used on occasion for reasons of convenience and easier preparation of certain dishes.
- A few participants mentioned using nutritional supplements, although most felt that it is better to obtain vitamins by eating fruits and vegetables than by taking tablets.

1.3.7 *Reactions to Different Ways of Encouraging Greater Consumption of Fruit and Vegetables*

- In general, Caucasian participants preferred that the 5 A Day message be bundled with the *benefits* of eating five fruits and vegetables a day (e.g., eating fruits and vegetables helps prevent cancer and heart attacks, helps control weight). The bundling of benefits struck them as reinforcing and persuasive, especially if it included mention of long-term prevention benefits (e.g., reduced likelihood of cancer and heart attack).
- Fewer participants preferred messages that bundled the 5 A Day message with other *health messages* (e.g., exercise, getting enough sleep). They feared the 5 A Day message would get lost, or that people would conclude that since they could not incorporate the other health activities into their lives, they should ignore the dietary changes, too.
- Some females preferred messages that focused on fun and entertainment instead of health benefits because involving the children in selection and preparation brings the family together.
- Participants generally understood that different fruits and vegetables offer different nutritional benefits, yet were unaware of the link between color and nutritional value.

- Although some participants were familiar with the term "antioxidants," few were able to explain their function in any detail. Most participants expressed interest in these concepts, however, and in obtaining more information both about what antioxidants are and what they do (function).
- When given the opportunity to create their own messages, the majority of participants emphasized the benefits of eating fruits and vegetables (e.g., good nutrition, quality of life). Several of the messages focused on the need to be around for their children and their grandchildren, and a few messages addressed barriers to fruit and vegetable consumption. Other messages also showed fruits and vegetables as fun and entertaining, emphasized physical/sexual attractiveness, or among women, providing preparation tips.

1.3.8 *Restaurants, Grocery Stores, and Workplaces*

- While some Caucasian participants, usually women, said that they would choose a restaurant based on fruit and vegetable selections, others felt that restaurants are a place to indulge and do not consider fruits and vegetables when choosing a restaurant. Many participants, however, desire a larger selection of fruits and vegetables at the restaurants they frequent.
- Participant-suggested opportunities for grocery stores to encourage fruit and vegetable consumption included offering recipe cards, prepared fruits and vegetables (e.g., pre-cut washed and packaged fruits and vegetables), salad bars and marinades, as well as improving the presentation and quality of fruit and vegetable displays.
- Some participants perceive their workplace as already encouraging fruits and vegetables, yet responded favorably to the idea of workplace discounts on local vendors' fruits and vegetables.

1.3.9 *Summary*

- As in earlier 5 A Day focus groups conducted in 1992, perceived benefits and barriers, as well as difficulties in defining a serving or knowing the desired number of daily servings, remain similar among Caucasian participants.
 - However, Caucasian participants in the current focus groups expressed greater awareness of the link between their eating habits and good health, and saw disease prevention and a longer life as greater motivators.
 - Males appeared more active on behalf of their own health than eight years ago, are more concerned with weight control, and take a more active involvement in food planning and preparation.

- Future 5 A Day messages and program activities to promote fruit and vegetable consumption should incorporate the following concepts:
 - Emphasize health benefits, particularly the long-term health benefits;
 - Focus on the physical attractiveness and good taste of fruit and vegetables;
 - Provide tips and recipes for novel preparation methods;
 - Include ideas on how to get the whole family more involved in eating fruits and vegetables; and
 - Capitalize on opportunities in grocery stores (e.g., recipe cards, prepared vegetables).

1.4 Key Findings from the African American Groups

1.4.1 *Trends in Eating*

- African American participants recognize the relationship between diet and good health, and the vast majority have made healthy changes in their eating habits in recent years.
 - Commonly reported changes included more vegetables, less red meat, and steaming and baking instead of frying.
 - The dominant reason for changing their diet was the influence of family and friends. A number of participants also mentioned health because of reports in the media, doctors' advice, and the desire to live longer and healthier, particularly to be around for their families.
- Males were more likely to mention feeling better and weight control as reasons for dietary changes, while females mentioned a wide range of reasons (live longer, be around for their children).

1.4.2 *Knowledge, Attitudes, and Perceptions of Fruits and Vegetables*

- African American participants indicated that while fruits and vegetables were a common part of their diets as children, they now tend to prepare them in healthier ways than their families did when growing up (e.g., baking and steaming versus frying).
- While male participants did not feel their African American backgrounds contributed anything unique to their current fruit and vegetable selections or preparation methods, some female participants noted that their culture influences the way they prepare their foods and their use of certain fruit and vegetables, particularly on holidays.

1.4.3 *Benefits*

- When asked about benefits, African American participants most frequently mentioned cleansing the system and greater energy/feeling good. Some participants mentioned overall good health, weight control (particularly among men), nutrition, personal appearance, and sensory appeal.
- "Top-of-mind" benefits were typically short-term benefits (e.g., better elimination and greater energy/feeling better), whereas participants' top-ranked benefits tended to be a mix of both short and long-term benefits (e.g., disease prevention, longer life, feeling better).
- While some participants viewed disease prevention as a top-ranked benefit, male participants tended to be somewhat skeptical of this notion, believing that other factors (e.g., genetics, lifestyle) play greater roles in determining one's chances of developing a disease. Men remain cynical of health messages because of conflicting reports given in the media.

1.4.4 *Barriers*

- For vegetable consumption, African American participants cited preparation time as the key barrier. Another significant barrier was taste. A few participants mentioned cost, especially for prepared vegetables, lack of knowledge about what the body needs, and simply overlooking vegetables when preparing a meal.
- For fruit consumption, the key barrier mentioned by most African American participants was cost, consisting both of out-of-pocket cost and the cost of throwing away fruit that is past its prime. Other barriers mentioned by a number of participants were the quality or freshness of fruit, the availability of fruits (which related to seasonal issues), and forgetting to purchase fruit at the store.
- Common barriers for both fruit and vegetables were taste, cost, and preference for other foods.

1.4.5 *Overcoming Barriers*

- Because the key barrier to fruit consumption for African Americans was cost, many of the suggestions for overcoming barriers addressed cost, such as buying only fruit that is on sale. Other suggestions focused on the benefits of eating fruits, such as looking and feeling better and living longer. Participants also provided a few tips that focused on making fruit consumption more fun for the family.
- As the key barrier for vegetable consumption was preparation time, many of the suggestions focused on tips for preparing vegetables in a quick, easy, and appetizing way. Others focused on the importance of eating vegetables.

1.4.6 *Other Common Themes*

- When African American participants were asked if they could increase their consumption of fruits and vegetables to five servings daily and maintain this change over time, reactions were mixed. Some felt they could eat 5 fruits and vegetables a day for a sustained period of time; others felt that they would be unable to sustain this behavior. Of those who felt they could eat 5 A Day, the need for discipline was often mentioned.
- None of the participants could correctly define a "serving" of fruits and vegetables.
- Fresh fruits and vegetables are generally preferred over frozen, canned or dried; however, the preference for fresh is often outweighed by the convenience of frozen. Participants agreed for the most part that the occasion and intended use affects their choice of whether to use fresh, frozen or canned fruits or vegetables. For example, fresh was a must for special occasions; frozen was acceptable for blended drinks. A few participants mentioned form in relationship to specific items (e.g., canned peaches to avoid the inconsistent texture of fresh peaches).
- A few participants use vitamin supplements as a way to ensure they are taking in the vitamins and minerals they need but may not be receiving in their diets.

1.4.7 *Reactions to Different Ways of Encouraging Greater Consumption of Fruits and Vegetables*

- Most African American participants preferred that the 5 A Day message be combined with the *benefits* of eating 5 fruits and vegetables each day (e.g. source of energy, roughage, disease prevention). Fewer participants liked the idea of combining the 5 A Day message with other *health messages* because it would get lost.
- A few participants felt that neither the bundling of the 5 A Day message with health benefits nor with health messages would motivate them to eat more fruits and vegetables. They believed that they would have to change their attitude in order to eat more fruit and vegetables and/or have a health crisis to motivate them.
- Although a few respondents, including several males, reported awareness of the concept of different nutritional values for different fruits and vegetables, none of the participants recognized a link between color and the nutrient value of fruit and vegetables.
- Only a few participants recognized the term "antioxidants," and none could explain its function. However, they were interested in learning about the specific health benefits of particular fruits and vegetables as well as antioxidants.

- In general, messages constructed by participants focused on ideas mentioned in the discussions on overcoming barriers and recent changes in eating habits. Specifically, participant-generated messages often emphasized the benefits of looking good, feeling good, and living a longer life, as well as the need for discipline.

1.4.8 *Restaurants, Grocery Stores, and Workplaces*

- African American participants do not typically consider fruits and vegetables when selecting restaurants, but may be more likely to return to restaurants offering a good salad bar.
- Participants seemed to see grocery stores as a suitable venue in which to encourage fruit and vegetable consumption, offering many suggestions for how grocery stores can encourage consumption. These suggestions centered around offering recipes, prepared fruits and vegetables, cooking demonstrations, lower prices/coupons, good salad bars, better presentation, and information in displays explaining the benefits of specific fruits and vegetables.
- Participants found it difficult to provide suggestions for how the workplace can encourage fruit and vegetable consumption.

1.4.9 *Summary from the African American Focus Groups*

- Many of the findings from this current study are similar to those from the African American focus groups conducted in 1992:
 - African American participants remain unaware of what constitutes a serving and continue to view preparation time, cost, and taste as major barriers to eating more fruits and vegetables; and
 - Family, friends, and doctors continue to motivate participants to eat more healthfully.
- African American participants in the current study placed a greater emphasis on preparing foods in healthy ways, and recent changes in their eating habits reflect this.
 - Participants were also more aware of the importance of fiber/roughage, and put more focus on the diet-disease prevention link than in 1992.
- Future 5 A Day messages and program activities to promote fruit and vegetable consumption should incorporate the following concepts:
 - Emphasize benefits of looking and feeling good, living a longer life, source of fiber/roughage, and taste;
 - Provide quick and easy tips and resources for planning meals;
 - Promote the health benefits of eating 5 A Day;

- Include ideas on how to get the whole family more involved in eating fruit and vegetables; and
- Capitalize on opportunities in grocery stores (e.g., recipe cards, prepared vegetables).

1.5 Key Findings from Latino Groups

1.5.1 *Trends in Eating*

- In general, Latino participants recognized the link between diet and good health, and have made changes in recent years to improve their eating habits.
 - Common changes include eating more fruits and vegetables, eating less red meat, and steaming food instead of frying.
 - Reasons for these changes include greater awareness through the media of the need to eat healthier, fear of developing health problems, the influence of family and friends, and weight control. The desire to set a good example for children was also frequently mentioned.
 - Lifestyle changes since moving to the United States were also mentioned as catalysts to changes in eating habits. Some of these changes are positive and some are negative.

1.5.2 *Knowledge, Attitudes, and Perceptions of Fruits and Vegetables*

- In general, Latino participants hold a very favorable view of fruits and vegetables, spontaneously discussing the benefits of overall good health, nutrition, lower cholesterol, and improved circulation when first asked about fruits and vegetables.
- Some barriers surfaced early in the discussion, such as the unavailability in the United States of fruits and vegetables they enjoyed in their home countries, children's preferences for other, less healthy foods, quick spoilage, cost, and lack of convenience.
- Making juices out of fruits, such as mangoes, papaya, guanabana, and pineapple, appears to be important part of participants' diets. In addition, several participants mentioned using lemon as a condiment when preparing fruits and vegetables.
- The media, in addition to participants' backgrounds, has helped form positive attitudes toward fruits and vegetables. Participants of Mexican descent feel that their fruit and vegetable eating habits are much improved today due to their responsibilities as parents and increased awareness. In contrast, participants of South American descent tend to experience more barriers today than in their childhood to eating fruits and vegetables, despite positive attitudes ingrained by their parents and the media.

1.5.3 *Benefits*

- When asked about benefits, Latino participants most often spoke about overall good health, such as maintaining health, preventing illness and helping growth.
- Participants also mentioned that fruits and vegetables help body systems (e.g., bones, nervous system, immune system, digestion), aid elimination, and provide a source of fiber.
- In addition, participants noted the benefits of greater energy/feeling good and weight control. Other benefits included nutrition, prevention of specific illnesses (e.g., cancer, diabetes), cost (less expensive than meat), convenience, and sensory appeal.
- In some cases, participants appeared to be misinformed about the benefits of fruit and vegetable consumption, sometimes attributing benefits that have not been proven in the scientific literature (e.g., eating fruits and vegetables prevents Alzheimer's; prevents oil from sticking to your body).
- "Top-of-mind" benefits were typically short-term benefits of overall good health and nutrition (such as source of vitamins and minerals). However, the top-ranked or most important benefits mentioned by participants tended to be longer term benefits, such as disease prevention, overall good health, better body functioning, and a longer life.
- Participants clearly saw disease prevention as a very important benefit of eating fruits and vegetables, ranking it as a top benefit in all four groups and mentioning a long list of diseases that fruits and vegetables can prevent (e.g., cancer, diabetes, and heart disease).

1.5.4 *Barriers*

- When asked about barriers to vegetable consumption, Latino participants often mentioned safety concerns over the handling methods used with fruits and vegetables in the United States (e.g., chemicals, pesticides, bugs). This concern was unique to the Latino focus groups, and not mentioned in other groups.
- Some male participants noted fear of ridicule from friends as an obstacle to eating more vegetables, they are seen as "rabbit food."
- Other barriers included seasonality, sensory appeal (such as taste, appearance), preparation time, family issues (e.g., children's taste preferences), and a belief that eating more is not necessary.
- For fruit consumption, the key barrier was the unavailability in the United States of certain fruits (e.g., guanabana, maracuya) that they are accustomed to eating in their home countries. Safety concerns, as noted with vegetables, were also

mentioned related to fruit. Other common barriers included unavailability at work or restaurants, seasonality, sensory appeal, spoilage, health concerns (e.g., high sugar content), and messiness.

1.5.5 *Overcoming Barriers*

- When Latino participants were asked about ways to overcome barriers to eating either fruits or vegetables, most suggestions focused on easy tips, rather than health benefits. Tips from females included preparing fruits and vegetables in ways the family will like, while tips mentioned by men took more of a "just do it" attitude emphasizing discipline and habit.

1.5.6 *Other Common Themes*

- Latino participants' reactions to their ability to eat 5 servings of fruit and vegetables daily were mixed. In general, males were more confident than females about their ability to eat and sustain eating five or more servings of fruits and vegetables each day. They tended to believe that once you made it a habit, it would be easy to continue.
- The majority of participants were unclear about serving size, and many do not believe in one strict guideline for the number of servings a person should eat each day. Several participants felt that the number of servings required depends on the individual.
- All groups preferred to eat fresh fruits and vegetables for reasons of nutrition, taste, and custom, but convenience and/or availability often lead them to purchase frozen or canned.
- A few participants reported usage of nutritional supplements in order to get the vitamins and minerals they may not get in their diets.
- When asked to construct their own messages, many of the participants focused on overcoming barriers, such as taste and appearance, safety concerns, and preparation difficulty. Other messages highlighted the specific vitamins and health benefits offered by each fruit and vegetable, and a few messages addressed benefits of better overall health and disease prevention. Some participants expressed a desire for Spanish-language messages, while others did not.

1.5.7 *Reactions to Different Ways of Encouraging Greater Consumption of Fruits and Vegetables*

- Initial reactions were positive to the bundling of the 5 A Day message with either health benefits or other health messages. However, after further discussion, most Latino participants expressed a preference for bundling the 5 A Day message with benefits (e.g. vitamins and minerals, greater energy/feeling good, disease prevention, a longer life).

- Participants generally appeared eager for any sort of health information.
- Few participants understood the relationship between color and nutritional value, and very few knew anything about antioxidants. However, participants were very interested in learning about the different nutrients offered by various fruits and vegetables.

1.5.8 *Restaurants, Grocery Stores, and Workplaces*

- Female Latino participants consider fruits and vegetables to a greater extent when choosing a restaurant than males, who see eating out as a time to indulge. Some participants felt they would be too embarrassed or intimidated to ask for fruits and vegetables as a substitute, while others see this as a viable option.
- While some participants reacted positively to the suggestion of grocery stores offering prepared fruits and vegetables, others feared such options would cost more. Participants generated several suggestions for ways that grocery stores could encourage consumption, including offering fruits and vegetables without pesticides or other chemicals, lowering the cost, improving the quality and presentation, offering tastings of unfamiliar fruits and vegetables, showing videos of preparation methods, and including displays with specific vitamins and health benefits offered by fruits and vegetables.
- Participants responded positively to the concept of employer discounts on fruits and vegetables at nearby farmers' markets.

1.5.9 *Summary from Latino Focus Groups*

- Since Latinos were not part of the 1992 focus groups, the attitudes, perceptions, and knowledge conveyed by Latinos in these 5 A Day focus groups are of special interest. These findings clearly indicate that Latinos are very eager for health information. Considerable potential exists to reach this target audience with 5 A Day messages and activities.
- Future messages and program activities targeting Latinos should incorporate the following concepts:
 - Culturally sensitive messages, with consideration to having both Spanish and English versions;
 - Suggestions for overcoming barriers, particularly fears about safety, as well as preparation tips that take into account family members' preferences; and
 - Specific vitamins and health benefits of particular fruits and vegetables.